When Buying or Selling Real Estate
Always Consult A
REALTOR
“The Name Is A Pledge”

REALTORS are active members of The Hamilton Real Estate Board, which in turn is affiliated with the Ohio Association of Real Estate Boards and the National Association of Real Estate Boards.

The name REALTOR designates members of the Real Estate profession who are organized for the purpose of putting their business on a co-operative and ethical basis. Only members of the Real Estate Board are REALTORS.

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WATCH FOR OUR PRICE LIST
ON OCTOBER FIRST

Hamilton, Ohio, Sept. 1st, 1925.

Dear Feeder—

LOWER FEED PRICES! We all want them, and we have worked out a different method of doing business which will give them to you. On the first of October, we are going to co-operate with you on lowering the cost of your feeds. This will be possible by the elimination of one or two of our biggest expenses, and the saving thus effected will be passed on to you in LOWER PRICES.

One of the big expenses of a retail feed dealer is that of extending credit, thus acting as a bank without a bank's experience or facilities. For instance, upon the arrival of a car of feed, the dealer must pay for it before he can unload it, and the average car costs around a thousand dollars. The dealer then sells this feed, putting the greater part of it on his books. In a few days another car arrives, which the dealer also has to pay for immediately, and this time he may have to borrow money from the bank to do it, paying 6 per cent interest. The greater part of this car is again put on the books, and so on. What the dealer is really doing is borrowing money from the bank, or from himself, at 6 per cent, and loaning it out to you for nothing. Where bills are paid promptly every thirty days, this is a small item, but where they drag on for months and even years, as many of them do, it becomes ruinous for both the feeder and the dealer. Unless the dealer has figured this expense in the price of his feed, sooner or later he must go to the wall.

On and after the first of October, our new plan will go into effect. On and after that date, we will extend no more credit to anybody, but will do a STRICTLY CASH business in FEED, GRAIN, HAY and STRAW. By this means we can lower our price materially.

This low cash price will be at the store; for feed delivered there will be a delivered price in proportion to the distance hauled, which is the only fair way to determine such a charge. THERE IS NO SUCH THING AS FREE DELIVERY! It costs a lot of money to run trucks, and the consumer has to pay for it in the feed, whether it be stated as a specific delivery charge or included in the price of the feed. We are perfectly willing to give you this service for what it costs us, making our profit from the feed and not the trucking. Furthermore, it is absolutely unfair to charge the fellow who comes to the store and hauls his own feed just as much as the fellow who gets it delivered several miles. The fellow who hauls his own is then helping to pay for the fellow who gets it delivered. We believe that everyone should pay for just the amount of service he gets.

The savings which this plan will effect amount to several thousand dollars a year. Every cent of which we are going to pass along to you. We ask your cooperation in buying feed for you, storing it, and delivering it out of the warehouse or by truck as you prefer. Your co-operation will be very much appreciated in this better plan of distribution.

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